

Importance of Hawaii Seafood

Fishing and food from the sea are essential to Hawaii's people, it's multi-cultural food traditions, our regional cuisine and visitor experience. It's part of who we are and what makes Hawaii so special. Reconnecting people with local food sources is critical for preserving food traditions and production capacity in Hawaii both on land and from the sea. Local seafood is vital to the health, well-being, and food self-sufficiency of our island state. Widespread respect for our ocean and coastal environment and resources is crucial if we are to preserve the natural "seafood pantry" for future generations.

Responsible Consumers support Responsible Fisheries

Eating locally and sustainably produced food is one the most profound environmental actions that each of us can take on a daily basis. For this reason, more and more consumers want to know where their food comes from. Is it imported or domestic? Is it good for the environment? Is it wild-caught or farm-raised? How was it processed? Is it safe to eat? Is it good for me? Does it taste good? When we purchase food we support those food production systems. By becoming more aware and taking personal responsibility, well-informed consumers can play a significant role in guiding the way seafood is produced and how fisheries operate. Merely rewarding the lowest cost producer is not often the best overall choice in the age of globalization.

Sustainable Hawaii Seafood comes from Responsible Fisheries

How responsible are Hawaii fisheries? Our fishers operate under a highly-evolved science and ecosystem-based fishery management system with a mandate to manage for sustainability. As a result, the Hawaii longline fishery is one of the most intensively regulated, monitored and studied fisheries in the world. In 2008, Hawaii's fishery achieved a score of 94% compliance with the international standard Code of Conduct for Responsible Fisheries. According to the United Nations Food and Agriculture Organization (FAO) the assessment of our fishery is the most comprehensive application of the FAO Code for the scoring of any fishery to date. Our fishers comply with fishery regulations and contribute essential information needed for sustainable fishery management. Seabird and sea turtle interactions have been reduced by 90% through the cooperative efforts of fishers, scientists and managers. Our hook & line fishing methods, multi-species catch, fresh chilled products and our unique fish auction marketing system that rewards fishers with the best fish handling practices, results in high-quality and safe seafood while minimizing fishery waste. It's the responsible thing to do.

Hawaii Seafood Branding

Hawaii Seafood is an excellent choice for sustainable seafood. Consumers need to know what the Hawaii Seafood brand stands for in terms of sustainability, seafood & health and seafood safety. The Hawaii Seafood Council is helping to strengthen the brand and inform the public, fishers, and seafood processors what it means to fish responsibly, how Hawaii's fisheries are managed, and what efforts are taken to ensure the sustainable harvest of high-quality, wholesome and safe Hawaii Seafood.

Hawaii Seafood Council (with support from NOAA Award No. NA10NMF4520344).

www.hawaii-seafood.org



Hawaii Seafood

Hawaiian Seafood

Wild & Sustainable

Aku Skipjack Tuna
(Katsuwonus pelamis)

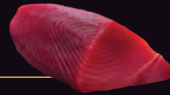


Tuna

Bigeye Ahi Bigeye Tuna
(Thunnus obesus)



Yellowfin Ahi Yellowfin Tuna
(Thunnus albacares)



Tombo Albacore Tuna
(Thunnus alalunga)



Swordfish Broadbill
(Xipbias gladius)

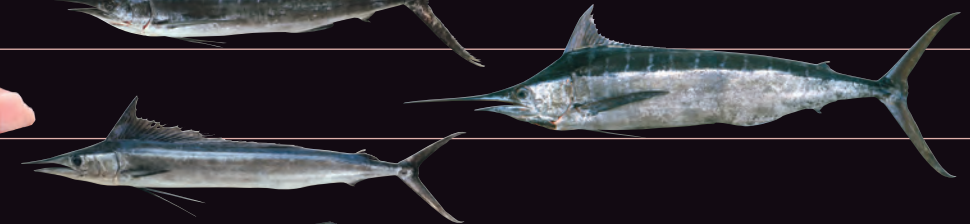


Billfish

Nairagi Striped Marlin
(Tetrapturus audax)



Kajiki Blue Marlin
(Makaira nigricans)



Hebi Shortbill Spearfish
(Tetrapturus angustirostris)



Mahimahi Dolphinfish
(Coryphaena hippurus)



Open Ocean

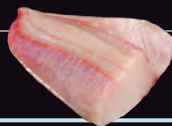
Ono Wahoo
(Acanthocybium solandri)



Opah Moonfish
(Lampris regius)



Monchong Sickle Pomfret
(Taractichthys steindachneri)



Hapu'upu'u Hawaiian Sea Bass
(Epinephelus quernus)



Bottomfish

Onaga Long-tail Red Snapper
(Etelis coruscans)



Opakapaka Pink Snapper
(Pristipomoides filamentosus)



Uku Blue-green Snapper
(Aprion virescens)

